

## Pacific University CommonKnowledge

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Volume 9 (2009)

Interface: The Journal of Education, Community  
and Values

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10-1-2009

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### Recommended Citation

Irons, L. R. (2009). Everything You Need is in Your Shirt Pocket. *Interface: The Journal of Education, Community and Values* 9(8). Available <http://bcis.pacificu.edu/journal/article.php?id=118>

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# Everything You Need is in Your Shirt Pocket

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# Everything You Need is in Your Shirt Pocket

Posted on **October 1, 2009** by **Editor**



By **Lynda R. Irons**

Remember Dick Tracy? And his watch? How futuristic was it to even imagine that you could talk to your wrist watch, let alone watch television or movies on it? Well, it's not so futuristic now. There are gadgets available today that make that science-fiction watch look no more sophisticated than a stick as DVDs have become blase and video streaming itself is becoming the way to see movies. With Warner Brothers and Turner Broadcasting signing agreements with YouTube to video stream their content, it seems it is only a matter of time until this capability will reach mobile devices [1].

Mobile entertainment is a growing industry estimated to make \$47.5 billion in global business in the next few years [2]. Leading devices in this mobile-entertainment wave are *Apple's* second generation *iPhone Touch* and *Nokia's* smart phones. In a recent *Business Traveller* article, Mike Prigg vouches for *Nokia* and Archos saying that these companies have excellent devices that match the *iPhone* for end-user experience and quality [3]. *Nokia* is pushing to transform itself into an entertainment industry by introducing its technologies to Hollywood studios. In August 2007, *Nokia* announced an Internet service called "Ovi" to compete with *Apple* for the social networking functions of photo and video sharing on cell phones, but it only recently came online [4].

With the plethora of downloadable "apps" (or applications) newly available for popular cell phones, end users have a lot of options with how to fully enjoy and use their mobile entertainment and make their device a "media-center" instead of a plain old cell phone. One those apps is Flixster which is now offering "movie apps for the *Palm Pre*, the *Blackberry* , and Android-based devices" [5]. Between the movie reviews, show times, and ticket purchases the user has access to everything they need to catch a show on the fly. Flixster began in 2006 and its popular "Movies" application is the "leading mobile movie application on the *iPhone*, with an estimated 20 percent market share of all United States *iPhone* users [6]. Capitalizing on the social networking phenomenon, Flixster offers subscribers the opportunity to share their views, rate movies, answer quizzes, and watch movies for free regardless of the users' physical location or device. Other similar applications are provided by Rotten Tomatoes and Movie Genie [7].

Even if the user has the latest gadget available, it is still up to the studios to make their content accessible and by which method. To that end, Paramount Pictures and NBC University recently announced that, even though their films will be available via video streaming on *iPhones*, *Blackberries*, and other devices, users will not be using apps from *iPhones* but rather a new service called *mSpot* [8]. *mSpot* Mobile Movies hopes to expand its motion picture library by negotiating deals with other studios

and content providers [9].

The mobile entertainment business is a rapidly increasing industry with over 1 billion cell phones sold in 2007 [10] and that is a lot of potential customers for applications and content.

## Endnotes

[1] [http://find.galegroup.com.proxy.lib.pacificu.edu:2048/gtx/retrieve.do?contentSet=IAC-Documents&resultListType=RESULT\\_LIST&qrySerId=Locale\(en%2C%2C\)%3AFQE%3D\(ke%2CNone%2C15\)video+streaming%24&sgHitCountType=None&inPS=true&sort=DateDescend&searchType=AdvancedSearchForm&tabID=T00](http://find.galegroup.com.proxy.lib.pacificu.edu:2048/gtx/retrieve.do?contentSet=IAC-Documents&resultListType=RESULT_LIST&qrySerId=Locale(en%2C%2C)%3AFQE%3D(ke%2CNone%2C15)video+streaming%24&sgHitCountType=None&inPS=true&sort=DateDescend&searchType=AdvancedSearchForm&tabID=T00)

[2] [http://www.lexisnexis.com.proxy.lib.pacificu.edu:2048/us/lnacademic/ results/docview/docview.do ? docLinkInd=true&risb=21\\_T7484808988&format=GNBFI&sort=RELEVANCE&startDocNo=1&resultsUrlKey=29\\_T7484808991&cisb=22\\_T7484808990&treeMax=true&treeWidth=0&csi=235906&docNo=2](http://www.lexisnexis.com.proxy.lib.pacificu.edu:2048/us/lnacademic/ results/docview/docview.do ? docLinkInd=true&risb=21_T7484808988&format=GNBFI&sort=RELEVANCE&startDocNo=1&resultsUrlKey=29_T7484808991&cisb=22_T7484808990&treeMax=true&treeWidth=0&csi=235906&docNo=2)

[3] [http://find.galegroup.com.proxy.lib.pacificu.edu:2048/gtx/retrieve.do?contentSet=IAC-Documents&resultListType=RESULT\\_LIST&qrySerId=Locale\(en%2C%2C\)%3AFQE%3D\(ke%2CNone%2C11\)Mark+Prigg+%3AAnd%3AFQE%3D\(TX%2CNone%2C5\)nokia%24&sgHitCountType=None&inPS=true&sort=DateDescend&searchType=AdvancedSearchForm&tabID=T002&prodId=AONE&searchId=R7otPosition=3&userGroupName=s8865459&docId=A176904341&docType=IAC](http://find.galegroup.com.proxy.lib.pacificu.edu:2048/gtx/retrieve.do?contentSet=IAC-Documents&resultListType=RESULT_LIST&qrySerId=Locale(en%2C%2C)%3AFQE%3D(ke%2CNone%2C11)Mark+Prigg+%3AAnd%3AFQE%3D(TX%2CNone%2C5)nokia%24&sgHitCountType=None&inPS=true&sort=DateDescend&searchType=AdvancedSearchForm&tabID=T002&prodId=AONE&searchId=R7otPosition=3&userGroupName=s8865459&docId=A176904341&docType=IAC)

[4] <http://vnweb.hwwilsonweb.com/hww/jumpstart.jhtml?recid=0bc05f7a67b1790e25785094fd403b907304e22681747b9dfa40c8a21d15ed87c2997f1a71b4aa0b&fmt=C> Holson, L. M. An Unlikely Promoter Drives Nokia's Push in Hollywood. *New York Times* (Late New York Edition) (June 23 2008) p. C1, C5

[5] [http://www.lexisnexis.com.proxy.lib.pacificu.edu:2048/us/lnacademic/ results/docview/docview .do? docLinkInd=true&risb=21\\_T7484716105&format=GNBFI&sort=RELEVANCE&startDocNo=1&resultsUrlKey=29\\_T7484716108&cisb=22\\_T7484716107&treeMax=true&treeWidth=0&csi=246798&docNo=1](http://www.lexisnexis.com.proxy.lib.pacificu.edu:2048/us/lnacademic/ results/docview/docview .do? docLinkInd=true&risb=21_T7484716105&format=GNBFI&sort=RELEVANCE&startDocNo=1&resultsUrlKey=29_T7484716108&cisb=22_T7484716107&treeMax=true&treeWidth=0&csi=246798&docNo=1)

[6] Ibid

[7] <http://blog.buttermouth.com/2009/09/best-iphone-movie-apps.html>

[8] [http://www.lexisnexis.com.proxy.lib.pacificu.edu:2048/us/lnacademic/ results/docview/docview .do? docLinkInd=true&risb=21\\_T7484817530&format=GNBFI&sort=BOOLEAN&startDocNo=1&resultsUrlKey=29\\_T7484808991&cisb=22\\_T7484808990&treeMax=true&treeWidth=0&csi=140595&docNo=6](http://www.lexisnexis.com.proxy.lib.pacificu.edu:2048/us/lnacademic/ results/docview/docview .do? docLinkInd=true&risb=21_T7484817530&format=GNBFI&sort=BOOLEAN&startDocNo=1&resultsUrlKey=29_T7484808991&cisb=22_T7484808990&treeMax=true&treeWidth=0&csi=140595&docNo=6)

[9] Ibid

[10] [http://news.cnet.com/8301-10784\\_3-9881022-7.html](http://news.cnet.com/8301-10784_3-9881022-7.html)

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2 THOUGHTS ON "EVERYTHING YOU NEED IS IN YOUR SHIRT POCKET"

**Maybell Nave**

on **February 5, 2014 at 2:10 PM** said:

Nice job, it's a great post. The info is good to know!

**Jules Dada**

on **February 5, 2014 at 2:14 PM** said:

Merci pour votre apport sur ce sujet.